



The County of Los Angeles Invites Applications for:

**DIRECTOR OF COUNTYWIDE
COMMUNICATIONS
(Unclassified)**

Filing Period:

June 19, 2018, until filled



To Enrich Lives Through Effective & Caring Service





*“The mission of
Los Angeles County
is to establish
superior services
through
inter-Departmental
and cross-sector
collaboration that
measurably
improves the
quality of life for
the people and
communities of
Los Angeles
County”*

THE COUNTY

The County of Los Angeles, listed in *Forbes Magazine* as one of America’s Best Employers for 2015, 2016, and 2018, and is the largest employer in Southern California with more than 109,000 employees across 35 departments and an operating budget of \$30 billion. The County provides vital, wide-ranging services to a diverse population of 10 million people. Los Angeles County comprises of 88 cities within its boundaries and is the largest county in the nation.

THE CHIEF EXECUTIVE OFFICE

The Chief Executive Office is the central executive, strategic, and administrative agency for the County, the Chief Executive Office (CEO) is responsible for a wide range of activities, including managing and directing budget and operations, employee relations, compensation, asset management, strategic integration, legislative affairs, intergovernmental relations, risk management, strategic planning, and Countywide communications.

Countywide Communications is housed within the Chief Executive Office and is responsible for providing the public with a deeper understanding of, and appreciation for, the County’s mission, initiatives and operations. The Office aggressively employs a variety of digital and traditional communications platforms to broadly distribute messaging developed by the Office. Countywide Communications also serves as the County’s primary media liaison, assists with Public Record Act requests and responds to public inquiries.

THE POSITION

The Director of Countywide Communications is an unclassified position. It is responsible for developing, guiding and implementing comprehensive, integrated public relations messaging that utilizes traditional and rapidly developing digital technology to articulate the ways in which Los Angeles County is carrying out its mission of public service. This person plays an integral role in developing communications for the most important priorities of the Los Angeles County Board of Supervisors.

The Director manages a team with responsibility for, among other things: conceptualizing and implementing communications projects; initiating proactive media strategies and public outreach; writing press releases and talking points; providing training for communications specialists in County departments; broadening the County’s communications reach into underserved communities, and developing compelling digital content for daily distribution across County websites, social media and cable channel.

The Director also provides strategic communications advice and counsel to the Chief Executive Officer and works in partnership with County departments, external agencies, consultants and vendors to produce sophisticated proactive and crisis-oriented communications.

This position is based in Los Angeles and reports to the Chief Executive Officer and Chief Operations Officer of Los Angeles County.

EXAMPLES OF KEY DUTIES

- Develops and refines Los Angeles County's core messaging to highlight the County's leadership initiatives.
- Directs a multifaceted, fast-paced communications operation that includes website development, video production, social media, digital toolkits, press releases and talking points.
- Provides strategic media advice and detailed communications strategies for the Chief Executive Office and, when called upon, for individual County departments confronting challenging communications issues or opportunities.
- Oversees video production for the "County Channel," including developing programming and providing contractors with direction for journalistic-style shows, news segments and other content that can also be used on the County's digital platforms and shared by the public.
- Coordinates cross-departmental communications training and collaborative messaging for maximum public reach and impact.
- Oversees office administrative functions, including budgeting, contracts and personnel.
- Serves as a main point-of-contact for reporters and a spokesperson for the County.

THE IDEAL CANDIDATE

The ideal candidate should have a strong track record and reputation for success and leadership in a management position developing public affairs strategies and implementing effective communications in a large private or public-sector environment, using traditional and evolving communications methods.

The candidate must be results-oriented, thrive in a high-intensity workplace, and possess the proven ability to quickly transform complicated policy concepts into communications that are easily comprehensible by broader audiences. The candidate must have outstanding writing, editing and verbal communication skills, and be able to meet tight deadlines. The candidate should also have a work style that encourages collaboration and inclusiveness.

QUALIFYING EXPERIENCE

- Five years leadership experience in large private or public organizations, directly overseeing fast-paced multimedia communications operations that include: strategic planning, website development, social media, digital marketing, video production and written communications.
- Experience overseeing and executing highly specialized assignments that include numerous stakeholders and the use of multiple communications platforms.
- Excellent oral and written communications skills, including persuasive writing and flawless editing.
- A valid California Class C driver's license or the ability to utilize an alternative method of transportation when needed to carry out job-related essential functions.

DESIRABLE QUALIFICATIONS

- Demonstrated understanding of the local media landscape and target audiences, as well as knowledge of the County of Los Angeles and the Southern California region.
- Exceptional presentation and interpersonal skills, with demonstrated ability to interface with all levels of management and critical stakeholders.
- Demonstrated ability to manage and work effectively under pressure and in a fast-paced, highly accountable environment with strong time-management skills.
- A Bachelor's degree from an accredited college or university.



COMPENSATION AND BENEFITS

Compensation: \$167,361.24 - \$253,314.72 annually. Starting annual salary will be dependent on qualifications, and career accomplishments. This unclassified position is subject to the provisions of the County's Management Appraisal and Performance Plan (MAPP), and is compensated at MAPP Range R17

Benefits: The County of Los Angeles provides an excellent benefits package that allows employees to choose benefits that meet their specific needs. The package includes:

- **Retirement Plan** – The successful candidate will participate in a contributory defined benefit plan.
- **Cafeteria Benefit Plan** – Benefits may be purchased from the MegaFlex Cafeteria Benefit Plan using a tax-free County contribution of an additional 14.5% of the employee's monthly salary.
- **Flexible Spending Account** – Optional employee tax-free health care spending account.
- **Savings Plan (401k)** – Optional tax-deferred income plan that may include a County matching contribution up to 4% of employee's salary.
- **Deferred Compensation Plan (457)** – Optional tax-deferred income plan that may include a County matching contribution up to 4% of employee's salary.
- **Holidays** – 12 paid days per year.

HOW TO APPLY

This unclassified position will be open from June 19, 2018, until filled. Qualified candidates are invited to submit a statement of interest, a comprehensive resume detailing their knowledge, skills, and abilities relevant to this position. Submission should include **ALL** of the following:

- Candidate's ability to meet the requirements as stated in the Qualifying Experience and Desirable Qualifications sections of this recruitment announcement;
- For organizations and programs managed, the name of each employer, job title, size of the organization's budget, number and composition of personnel supervised, scope of management responsibilities, functions managed, dates of employment; and
- Names of schools, colleges and universities attended, dates attended, degrees earned, and field(s) of study. Please enclose verification of degree(s), licenses and certificates together with the resume.

Materials received by July 11, 2018, will be given first consideration. Electronic submittals are strongly preferred and should be submitted to: CEOExecRecruitment@ceo.lacounty.gov

Please indicate the position title Director of Countywide Communications (UC) in the subject line of your e-mail

Hardcopy submittal by mail or hand delivery should be addressed to:

Stacey M. Winters
County of Los Angeles Chief Executive Office
500 West Temple Street, Room 785
Los Angeles, CA 90012

You may also fax your application to: Stacey M. Winters at (213) 613-0744

Confidential inquiries, please contact:

Stacey M. Winters
Email: swinters@ceo.lacounty.gov
Telephone (213) 974-2617